HILL AND KNOWLTON, INC.

Kansas City Lawsuit
Special PR No. 12-62
Thursday, July 5, 1962

Confidential for Members

Ross vs. Philip Morris, Inc.

On Thursday the defense called Dr. Robert Stowell, Chairman of the Department of Oncology and Pathology at the University of Kansas Medical School, 1948-59, and now Professor of Pathology at the University of Maryland.

Dr. Stowell, who has done mouse-painting and other animal experiments, testified that their results cannot be transferred to human beings. Well over 200 substances, he said, have produced cancer in mice, including sugar and egg white. Cancer has never been produced in mice forced to breathe tobacco smoke, however, he said.

Dr. Stowell testified that the pyriform fossae are part of the digestive tract and that smoke cannot get into them. He said he did not believe smoking to be even a suspect in pyriform fossa cancer, and that he considered it only a minor suspect in cancer of the larynx.

Defense counsel Hardy attempted to ask the witness questions about the authoritativeness of the medical books and articles previously placed in the record, but Judge Gibson would not permit this.

Hardy then read into the record six articles by Ochsner and others, all dated before 1952, in which the authors changed their minds on the causative role of smoking in lung cancer.

During cross-examination, Dr. Stowell testified that as much as 90 percent of the "tars" painted on a mouse is licked off and swallowed by the animal, yet none of his experimental animals developed cancer of the pyriform fossa. On redirect, the witness said he considered alcohol the main suspect in this disease.

The defense next called Dr. G. O. Proud, Professor of Otorhinolaryngology and Chairman of the Department at the University of Kansas Medical School. Dr. Proud, who had previously examined John Ross on behalf of the defendant, said the pyriform fossae are part of the digestive tract and that smoke could not get into them. He said he did not consider smoking even a suspect in cancer of these sinuses. In addition, he said, though he considered smoking a suspect in larynx cancer, he did not believe it was the cause.

Dr. Proud testified that he has seen over 30 cases of pyriform fossa cancer and 300 cancers of the larynx. Of the pyriform fossa cases, he said, 80 percent were smokers, but he believed all of them were heavy drinkers.

Plaintiff's attorney Field questioned both witnesses at length about what fees they had received from the defendant, and read to both of them from the literature. He did not succeed in shaking either of them from their positions.

Hill and Knowlton, Inc.
Public Relations Counsel
150 East 42nd Street
New York 17, N. Y.

1005132870

Source: https://www.industrydocuments.ucsf.edu/docs/lpwj0000